

# The Webster Group

***Small, Woman-Owned Business • Big Business Capabilities***

We are a small, woman-owned business that specializes in conference and event planning. We provide core messaging and marketing strategies to help our clients promote events and increase attendance.

Attention to detail and service excellence is our trademark as we deliver on time and on budget.



## **General Services Administration**

Federal Supply Service

Authorized Federal Supply Schedule Price List

Online access to contract information, terms and conditions, up-to-date pricing and the option to create an electronic delivery order are available through GSAAAdvantage!, a menu-driven database system. The internet address for GSAAAdvantage! is:  
**[www.gsaAdvantage.gov](http://www.gsaAdvantage.gov)**



### **Schedule Title**

Advertising & Integrated Marketing Solutions,  
Group 541

### **Contract Number**

GS-07F-0461T Set-aside

### **Contract Period**

July 1, 2012 to June 30, 2017

The Webster Group, Inc.  
5185 MacArthur Boulevard, NW, Suite 250  
Washington, D.C. 20016  
P 202.237.0090  
F 202.237.0036  
**[www.webstergroupinc.com](http://www.webstergroupinc.com)**

### **Contract Administration**

Wendy Drake, President  
[Wendy@webstergroupinc.com](mailto:Wendy@webstergroupinc.com)

### **Business Certification**

Small Business | Woman-Owned Business  
EIN: 20-0482817  
DUNS Number: 131889805  
CAGE Code: 3FTB3  
CCR: Yes

## Customer Information



<b>1a</b>	<b>Awarded Special Item Numbers (SINs)</b>	<b>541-4D</b> Conference, Events and Trade Show Planning Services (Small Business Set Aside) <b>541-1000</b> Other Direct Costs (ODCs)
<b>1b</b>	<b>Lowest Priced Service and Price for Each SIN</b>	See pricing matrix below
<b>1c</b>	<b>Description of Job Titles</b>	See below
<b>2</b>	<b>Maximum Order</b>	\$1,000,000 (All SINs)
<b>3</b>	<b>Minimum Order</b>	\$100
<b>4</b>	<b>Geographic Coverage Area</b>	Domestic, including the Commonwealth of Puerto Rico
<b>5</b>	<b>Point(s) of Production</b>	The Webster Group 5185 MacArthur Boulevard, NW, Suite 250 Washington, D.C. 20016
<b>6</b>	<b>Discount from list of prices or statement of net price</b>	Net price, discounts deducted
<b>7</b>	<b>Quantity Discounts</b>	(\$101—\$500K) @ 2% (\$501K—\$750K) @ 3% (\$751K—\$1M) @ 4%
<b>8</b>	<b>Prompt Payment Terms</b>	2% @ 20 days
<b>9a</b>	<b>Notification that Government Purchase Cards are accepted or not accepted below the micro-purchase threshold</b>	We shall accept Government Purchase Cards at or below the micro-purchase threshold (\$2,500)
<b>9b</b>	<b>Notification that Government Purchase Cards are accepted or not accepted above the micro-purchase threshold</b>	We shall accept Government Purchase Cards above the micro-purchase threshold (\$2,500)
<b>10</b>	<b>Foreign items (list items by country of origin)</b>	Not applicable
<b>11a</b>	<b>Time of Delivery</b>	To be negotiated with ordering agency
<b>11b</b>	<b>Expedited Delivery</b>	To be negotiated with ordering agency
<b>11c</b>	<b>Overnight and 2-Day Delivery</b>	To be negotiated with ordering agency
<b>11d</b>	<b>Urgent Requirements</b>	To be negotiated with ordering agency
<b>12</b>	<b>F.O.B. Points</b>	Destination
<b>13a</b>	<b>Ordering Address</b>	The Webster Group 5185 MacArthur Boulevard, NW, Suite 250 Washington, D.C. 20016
<b>13b</b>	<b>Ordering Procedures</b>	For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3

## Customer Information



<b>14</b>	<b>Ordering Address</b>	The Webster Group 5185 MacArthur Boulevard, NW, Suite 250 Washington, D.C. 20016
<b>15</b>	<b>Warranty Provision</b>	None
<b>16</b>	<b>Export Packing Charges</b>	Not applicable
<b>17</b>	<b>Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level)</b>	Government Purchase Cards will be accepted for orders at the micro-purchase threshold. Bank account information will be shown on invoice.
<b>18</b>	<b>Terms and Conditions of Rental, Maintenance and Repair</b>	Not applicable
<b>19</b>	<b>Terms and Conditions of Installation</b>	Not applicable
<b>20</b>	<b>Terms and Conditions of Repair Parts, etc.</b>	Not applicable
<b>20a</b>	<b>Terms and Conditions for Any Other Services</b>	Not applicable
<b>21</b>	<b>List of Service and Distribution Points</b>	Not applicable
<b>22</b>	<b>List of Participating Dealers</b>	Not applicable
<b>23</b>	<b>Preventive Maintenance</b>	Not applicable
<b>24a</b>	<b>Special attributes such as environmental attributes (e.g., recycled content, energy efficiency and/or reduced pollutants)</b>	Not applicable
<b>24b</b>	<b>Section 508 Compliance for EIT</b>	EIT standards can be found at <a href="http://www.Section508.gov">www.Section508.gov</a>
<b>25</b>	<b>Data Universal Number System (DUNS) number</b>	131889805
<b>26</b>	<b>Notification regarding registration in Central Contractor Registration (CCR) database</b>	Registration is current

## Labor Categories



### Senior Program Director

**Experience:** A Senior Program Director typically has a minimum of twenty (20) years of experience providing operations management across a broad range of departments.

**Roles & Responsibilities:** A Senior Program Director oversees and manages all personnel, as well as the overall business of event planning functions. Offers strategic insight to clients and staff. Ensures efficient and quality delivery of all services.

**Education:** A Senior Program Director will typically have an M.B.A. or comparable experience.

### Project Director II

**Experience:** A Project Director II typically has a minimum of fifteen (15) years of experience managing events, conferences and/or trade shows with increasing levels of management responsibility.

**Roles & Responsibilities:** A Project Director II has responsibility for supervising and consulting with internal conference management/planning teams and staff, as well as providing expert conference planning advice to clients. The Project Director II is accountable for ensuring the successful implementation for all clients' events.

**Education:** A Project Director II will typically have a M.A. or M.S. degree in Human Resources, Business, Media, Management or comparable experience.

### Project Director I

**Experience:** A Project Director I typically has a minimum of ten (10) years of experience managing events, conferences and/or trade shows with increasing levels of responsibility.

**Roles & Responsibilities:** A Project Director I consults with the senior management team to coordinate the activities of a project team in an effort to deliver the highest quality results to clients. Will advise clients on the overall management of the project. The Project Director I is accountable for ensuring the successful implementation of all clients' events.

**Education:** A Project Director I will typically have a B.A./B.S. degree in Human Resources, Business, Media, Management and professional certification or comparable experience.

### Senior Graphic Designer

**Experience:** A Senior Graphic Designer typically has a minimum of ten (10) years of experience in designing marketing and event-related collateral. A Senior Graphic Designer will also typically be extremely proficient in current industry standard design software (i.e. Adobe InDesign, Photoshop, Illustrator or other equivalent programs).

**Roles & Responsibilities:** A Senior Graphic Designer is responsible for the conceptualization and design of graphic and web applications in relation to marketing materials for events and conferences. A Senior Graphic Designer will create a brand for each event, with each component having a consistent and complementary design. A Senior Graphic Designer will oversee other Graphic Designers on a project. A Senior Graphic Designer will work with Project Directors and Project Managers to produce identities and campaign designs.

**Education:** A Senior Graphic Designer will typically have a B.A./B.S. in Graphic Design, Web Design, Computer Science, other related field or equivalent training.

### Web Developer/Programmer

**Experience:** A Web Developer/Programmer typically has a minimum of five (5) years of experience in computer/web programming and development. A Web Developer/Programmer will typically be extremely proficient in current industry standard programming and development software.

**Roles & Responsibilities:** A Web Developer/Programmer is responsible for the development of web applications and components, as well as the design and development of event websites, graphics and multimedia in relation to each project's needs.

**Education:** A Web Developer/Programmer will typically have a B.A./B.S. in Graphic Design, Web Design, Computer Science, or related field.



## Labor Categories

### Scriptwriter

**Experience:** A Scriptwriter typically has a minimum of five (5) years of experience in the events industry, particularly in production and stage management, or in public relations.

**Roles & Responsibilities:** A Scriptwriter is responsible for communicating and coordinating remarks for all speakers and presenters to ensure alignment with an event's goals and objectives. Scripts are written to convey a certain message throughout the event and targeted at an appropriate audience.

**Education:** A Scriptwriter will typically have a B.A./B.S. degree in Public Relations, Public Affairs, Marketing, English, or related field.

### Graphic Designer

**Experience:** A Graphic Designer typically has a minimum of five (5) years of experience in designing marketing and event-related collateral. A Graphic Designer will also typically be extremely proficient in current industry standard design software (i.e. Adobe InDesign, Photoshop, Illustrator or other equivalent programs).

**Roles & Responsibilities:** A Graphic Designer is responsible for the conceptualization and design of graphic and web applications in relation to marketing materials for events and conferences. A Graphic Designer will create a brand for each event, with each component having a consistent and complementary design. A Graphic Designer will work with Project Managers, Marketing Specialists, Web Developer/Programmers and other team members to produce print or web materials, in keeping with client and event needs and objectives.

**Education:** A Graphic Designer will typically have a B.A./B.S. in Graphic Design, Web Design, Computer Science, other related field or equivalent training.

### Public Relations Manager

**Experience:** A Public Relations Manager typically has a minimum of five (5) years of experience managing projects and campaigns with increasing levels of responsibility.

**Roles & Responsibilities:** A Public Relations Manager identifies target audiences, assists in crafting effective media messages and strategies and determines the most effective methods of communication of messages. A Public Relations Manager will develop agendas, arrange news conferences, press releases and public relations events, as well as manage a variety of media relationships.

**Education:** A Public Relations Manager will typically have a B.A./B.S. degree in Public Relations, Public Affairs, Marketing, Management, or related field.

### Project Manager

**Experience:** A Project Manager typically has a minimum of five (5) years of experience managing events, conferences and/or trade shows with increasing levels of responsibility.

**Roles & Responsibilities:** A Project Manager is responsible for the successful planning and execution of the event. A Project Manager will work closely with the client to establish a vision and goal for the event. A Project Manager manages all aspects of the event, including the project team, event budget, support contracts, vendors, suppliers and overall general management.

**Education:** A Project Manager will typically have a B.A./B.S. degree in Human Resources, Business, Media, Management or related field and professional certification or comparable experience.

### Marketing Manager

**Experience:** A Marketing Manager typically has a minimum of five (5) years of experience managing projects and campaigns with increasing levels of responsibility.

**Roles & Responsibilities:** A Marketing Manager will work with the client and Project Directors to create and implement marketing initiatives and projects complete with marketing goals and timelines for action items. A Marketing Manager will proactively add to and contribute to the maintenance of a comprehensive marketing database of clients and prospects. A Marketing Manager is responsible for developing ROI measures to share with key stakeholders and applying analytics to provide usage insights and trends.

**Education:** A Marketing Manager will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.



## Labor Categories



### Exhibit Services Manager

**Experience:** An Exhibit Services Manager typically has a minimum of five (5) years of experience in the conference/trade show, meeting and event planning industry managing successful events.

**Roles & Responsibilities:** An Exhibit Services Manager is responsible for the targeting, advance planning, budgeting, implementation and evaluation of all trade shows. An Exhibit Services Manager will coordinate the production of trade show projects, manage and attend trade shows, negotiate trade show contracts and sponsorships and manage the exhibit coordination team.

**Education:** An Exhibit Services Manager will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

### Conference/Exhibit Coordinator

**Experience:** A Conference/Exhibit Coordinator typically has a minimum of three (3) years of experience in the conference/trade show, meeting and event planning industry coordinating successful events.

**Roles & Responsibilities:** A Conference/Exhibit Coordinator is responsible for working with a Project Director and/or Exhibit Services Manager in the targeting, advance planning, budgeting, implementation and evaluation of all trade shows and conferences. A Conference/Exhibit Coordinator will coordinate and track the development, creation and revision of trade show materials, including booths, graphics, signage and trade show giveaways and is able to independently identify and perform related tasks as necessary.

**Education:** A Conference/Exhibit Coordinator will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

### Registration Specialist

**Experience:** A Registration Specialist will typically have a minimum of two (2) years of experience in conference/trade show registration management and database management. A Registration Specialist must have working knowledge of registration software, MS Word and Excel, as well as other software required to fulfill contract.

**Roles & Responsibilities:** A Registration Specialist is responsible for overseeing all aspects of event registration, including website registration production and content, database organization, and management and logistics communication. Other duties may include, but are not limited to, processing registration, data entry, customer service, follow-up with exhibitors or attendees, handling phone inquiries and participation in onsite registration.

**Education:** A Registration Specialist will typically have a B.A./B.S. degree in Business, Computer Science or related field.

### Onsite Supervisor

**Experience:** An Onsite Supervisor typically has a minimum of two (2) years of experience in the conference/trade show, meeting and event planning industry.

**Roles & Responsibilities:** An Onsite Supervisor is the first line of contact onsite for key functions of an event (e.g. catering liaison, speaker/panel management, etc.). An Onsite Supervisor will coordinate all vendors, speakers and support staff related to their onsite duties.

**Education:** An Onsite Supervisor will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media, or related field.

### Conference/Exhibit Assistant

**Experience:** A Conference/Exhibit Assistant typically has a minimum of one (1) year of experience in the conference/trade show, meeting and event planning industry. A Conference/Exhibit Assistant will also have general computer literacy and Microsoft Office experience.

**Roles & Responsibilities:** A Conference/Exhibit Assistant will assist the Exhibit Services Manager and Conference/Exhibit Coordinator with administrative duties including faxing, copying, shipping, general clerical tasks as necessary, preparing and maintaining event project files, and related tasks as necessary.

**Education:** A Conference/Exhibit Assistant will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

## Labor Categories



### Administrative Support Staff

**Experience:** Administrative Support Staff typically has a minimum of one (1) year of experience in the conference/trade show, meeting and event planning industry. Administrative Support Staff will also have general computer literacy and Microsoft Office experience.

**Roles & Responsibilities:** Administrative Support Staff assist all other team members by performing general administrative duties including faxing, copying, shipping, general clerical tasks as necessary and preparing and maintaining event project files. Administrative Support Staff also assist with the coordination of all aspects of meeting planning, marketing and other activities for a variety of clients. Administrative Support Staff will maintain files on multiple projects as required

**Education:** Administrative Support Staff will typically have a B.A./B.S. degree in Public Relations, Human Resources, Business, Media, Computer Science or other related training.

### Travel Coordinator

**Experience:** A Travel Coordinator typically has a minimum of one (1) year of experience in the travel, tourism, or event industry. A Travel Coordinator will also have general computer literacy and Microsoft Office experience.

**Roles & Responsibilities:** A Travel Coordinator manages all travel-related tasks (airline tickets, hotel rooms and rental cars) for guest speakers and other personnel as assigned by the client. A Travel Coordinator will track per diem, phone cards and petty cash.

**Education:** A Travel Coordinator will typically have a B.A./B.S. degree in Public Relations, Human Resources, Business, Media, Computer Science or other related training.

### Registration Staff

**Experience:** Registration Staff will typically have a minimum of one (1) year of customer service-related experience.

**Roles & Responsibilities:** Registration Staff duties may include pre and post event registration set-up/tear down, onsite customer service, data entry, material production, general registration/conference support and all other duties associated with onsite registration. Registration Staff work under close supervision of the Registration Specialist and/or appropriate managers.

**Education:** Typically, Registration Staff are currently working toward or have earned an associates degree or B.A./B.S. degree in Public Relations, Human Resources, Business, Media, Computer Science or other related training.



## Price List for Services (541-4D)

Labor Category	Unit of Issue	Price
Senior Program Director	Hour	\$177.75
Project Director II	Hour	\$158.00
Project Director I	Hour	\$123.44
Senior Graphic Designer	Hour	\$123.44
Web Developer/Programmer	Hour	\$110.98
Scriptwriter	Hour	\$110.98
Graphic Designer	Hour	\$110.98
Public Relations Manager	Hour	\$88.88
Project Manager	Hour	\$78.07
Marketing Manager	Hour	\$74.95
Exhibit Services Manager	Hour	\$70.98
Conference/Exhibit Coordinator	Hour	\$63.90
Registration Specialist	Hour	\$47.25
Onsite Supervisor	Hour	\$44.44
Conference/Exhibit Assistant	Hour	\$36.91
Administrative Support Staff	Hour	\$34.56
Travel Coordinator	Hour	\$34.56
Registration Staff	Hour	\$24.69





## Price List for Other Direct Costs (541-1000)

Category/Product	Unit of Issue	Not to Exceed Price
Photo/Print Copies - Black & White	each	\$0.20
Photo/Print Copies - Color	each	\$0.30
Design, layout & print 4-color 8.5" x 5.5" journal, 20 pages, saddle stitched (400 copies)	per order	\$3,013.60
Design, print and mail invitation, 4 pieces + 2-piece reply envelope (3,000 invites)	per order	\$7,265.49
22" x 28" Lens insert signage	each	\$156.17
16" x 20" Podium sign	each	\$50.38
Signage art work and directional arrow	per order	\$60.45
Binder production - cover, 5 tabs, print 82-page content, assembly (95 count)	per order	\$2,580.43
Vinyl banner (2.5' x 6')	each	\$120.91
2-Speaker sound system rental	day	\$403.02
8' Projection screen rental	day	\$302.27
12' Projection screen rental	day	\$403.02
Screen drape rental	day	\$201.51
DVD player rental	day	\$100.76
30" Class Flat LCD Monitor	day	\$181.36
50" Class Plasma Monitor	day	\$403.02
60" Class Plasma Monitor	day	\$755.67
Stand for monitor	day	\$151.13
LCD projector w/cart rental	day	\$503.78
Laser pointer rental	day	\$50.38
VGA switcher	day	\$151.13
Wireless hand-held microphone rental	day	\$201.51
Wireless lavalier microphone rental	day	\$201.51
Podium microphone rental	day	\$100.76
Floor microphone rental	day	\$100.76
Tabletop microphone rental	day	\$75.57



## Price List for Other Direct Costs (541-1000)

Category/Product	Unit of Issue	Not to Exceed Price
8-Channel microphone mixer	day	\$201.51
16-Channel microphone mixer	day	\$251.89
Digital recorder	day	\$151.13
AV lead technician (regular business hours only)	day	\$654.91
AV support technician (regular business hours only)	day	\$453.40
Black pipe and drape entire room + set-up and tear down	per order	\$2,619.65
Stage set production	per order	\$2,518.89
Furniture rental - chairs	each	\$125.94
Furniture rental - coffee table	each	\$75.57
Furniture rental - delivery and pick-up	per order	\$251.89
Plant rental - ferns/foilage	each	\$15.11
Plant rental - palms	each	\$25.19
Plant rental - delivery and pick-up	per order	\$151.13
Plant rental - centerpieces	each	\$60.40
Poster size flipchart easel pads (2 pack)	pack	\$63.47
Post-it notes (12 pack)	pack	\$14.50
Notepads (8.5" x 11")	each	\$5.33
Rollerball pens (12 pack)	pack	\$9.06
Permanent marker (12 pack)	pack	\$22.16
Highlighters (12 pack)	pack	\$6.54
3" x 4" Name badge holders with clip (box of 40)	box	\$56.41
Lanyards with clip - no imprint (12 pack)	pack	\$11.58
Packs of arrow flags (96 pack)	pack	\$4.32
0.5" Heavy-duty 3-ring binders	each	\$7.35
1" Heavy-duty 3-ring binders	each	\$7.35
1.5" Heavy-duty 3-ring binders	each	\$8.86
2" 3-ring round binders	each	\$6.04



## Price List for Other Direct Costs (541-1000)

Category/Product	Unit of Issue	Not to Exceed Price
3.5" x 11" Tent cards (50 pack)	pack	\$23.16
2-pocket folders	each	\$2.31
Escort cards (box of 25)	box	\$18.09
Poster board	each	\$45.34
Transcribed proceedings (134 pages)	per order	\$966.15
Rapporteur - note taking, review, editing and formatting of 5-page final report	hour	\$75.57
Courier services (local)	delivery	\$28.51
Shipping (U.S.), overnight envelope	shipment	\$29.72
Bus - 55-passenger local shuttle (4 hours)	4 hours	\$720.40
Bus - 12-passenger shuttle (4 hour minimum)	4 hours	\$650.88
Valet parking (30 cars)	5 hours	\$1,872.80
Interpreters - Foreign language simultaneous translation	hour	\$899.75
Interpreters - Foreign language written translation	word	\$0.27
Photography service (full day)	day	\$1,095.21
Videographer (regular business hours only)	day	\$1,511.34
Portable communication equipment (Two-way radio)	unit	\$16.12
Executive protection security personnel (4 hour minimum)	4 hours	\$302.27